Product Area Coordinators
Purpose

- To enable NSWC to provide long term stewardship of core equities in the respective product areas in an uncertain environment.
- To provide a corporate decision-making structure for:
  - Stewardship
  - Development of strategies for investments/sustainment/graceful divestiture.
  - Workload estimations
  - Customer interaction/involvement
  - Development of long-term strategies
  - Metrics for assessing the:
    - “Health of the Core Equity;
    - Progress in achieving strategic and business goals; and
    - Customer satisfaction and quality of goods and services delivered.
  - Execution of the Business Plan Roadmap.
  - Updating the Annual Business Plan and A-11 budget submits.

Product Area Coordinators
Roles and Responsibilities

- Each Product Area (PA) will have a Product Area Coordinator (PAC) as agreed to by the NSWC Board of Directors.
- Each PAC will form a network of people who are competent to address Product Area issues and will designate them as Core Equity Coordinators (CEC) for their respective Core Equity (PAE).
- Each CEC will draw on a team of technical representatives from the involved activities for assistance as needed.
- Each PAC Team:
  - **Should identify, nurture, and justify resources and investments for the Technical Capabilities (TCs) that support the Core Equities and Product Areas.**
  - Should **assess performance and ensure customer satisfaction within the PA**, and would be the primary but not sole customer interface, e.g. the PAC would interact at the PEO level but would not preclude the performing activities to engage in an on-going dialogue with the PM as usual. **The difference is there would be a corporate or coherent approach consistent with a common vision or strategy.**
  - **Would do business planning for the PA and be responsible for process improvement within the PA.**